



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/708,494	03/08/2004	Padmanabhan Raghunandhan		2493

7590 02/22/2008
P. Raghunandhan
No 7
25th Cross Street
Besant Nagar, Chennai, 600090
INDIA

EXAMINER

DISTEFANO, GREGORY A

ART UNIT	PAPER NUMBER
----------	--------------

2176

MAIL DATE	DELIVERY MODE
-----------	---------------

02/22/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/708,494	Applicant(s) RAGHUNANDHAN, PADMANABHAN	
	Examiner GREGORY A. DISTEFANO	Art Unit 2176	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 25 January 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 7, 12, 13 and 24-27 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 7, 12, 13 and 24-27 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 19 July 2007 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is in response to the request for continued examination filed on 1/25/2008.
2. As per applicant's amendment filed on 12/13/2007, claims 9, 11, and 14 have been cancelled and claims 7, 12, 13, and 24-27 are currently pending.

Continued Examination Under 37 CFR 1.114

3. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/13/2007 has been entered.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 7, 12, 13, 25, and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Monberg et al. (US 6,973,448), hereinafter Monberg, in view of

<http://www.reversephonedirectory.com>, archived Oct. 23, 2001, hereinafter

Reversephone.

6. As per claim 7, Monberg teaches the following:

searching at least one of the World Wide Web and a database to identify locations at which the desired services or information can be obtained, (column 1, lines 12-15), i.e. Internet yellow pages are a useful tool for finding a particular entity, e.g. business, or finding a type of entity in a selected region;

selecting at least one of the identified locations at which the desired services or information can be obtained, (column 5, lines 58-60), i.e. the data access software 214 matches the location and name or category information entered by a user with entries in the dataset to return a business listings result set;

determining, for each selected location, a distance between the known location and the selected location, (column 1, lines 22-23), i.e. another search may be directed to businesses located closest to a particular proximity; and

displaying the selected locations in order of distance between the known location and the selected location, (column 1, lines 29-30), i.e. business listings are returned, usually listed in order of closest proximity to the entered location.

However, Monberg does not explicitly teach a method where a telephone number may be entered and a location derived from that number. Reversephone teaches the following:

selecting a telephone number corresponding to a known location. As may be seen on pg. 1 of Reversephone, a user has several different options of services to enter a telephone number;

making a correlation between the telephone number and the known location, (pg. 1, 1st paragraph), i.e. use multiple reverse phone directories to look up any phone number in the United States and Canada to find a name and street address;

It would have been obvious to one skilled in the art at the time the invention was made, to have combined the input of Monberg with the telephone number input of Reversephone. One skilled in the art would be motivated to make such a modification because as may be seen on Reversephone pg. 1, finding an address from a user provided telephone number was a well known method in the art as Reversephone provides six separate websites which provide such services. Monberg teaches in column 6, lines 29-32, "the user may request either a boundary query, such as by entering a ZIP code, city, or neighborhood, or a proximity query, by entering an address, ZIP code, coordinates, or the like". As Reversephone's purpose is to "look up any phone number in the United States and Canada to find a name and street address", it would have been obvious to one of ordinary skill at the time to have made such modification to enable a user to enter a telephone number (such as in Reversephone) and after "finding" the associated street address, proceeding to locate desired services using the proximity method of Monberg. One skilled in the art would have found such modifications beneficial as it would have expanded the types of values Monberg's method could accept as input.

7. Regarding claim 12, modified Monberg teaches the method of claim 7 as described above. Monberg further teaches the following:

determining a latitude and longitude corresponding to the telephone number, (column 6, lines 61-63), i.e. the data access software may need to convert address information to a longitude and latitude point.

As described in the rejection of claim 7 above, the modified system of Monberg in view of Reversephone may first accept a telephone number and then convert that number into its associated address using Reversephone and then continue the method of Monberg. As Monberg may convert an address to corresponding latitude and longitude coordinates, modified Monberg would be enabled to determine a latitude and longitude associated with a telephone number.

8. Regarding claim 25, modified Monberg teaches the method of claim 7 as described above. Monberg further teaches the following:

a mobile device is used for selecting the telephone number corresponding to a known location, (column 3, lines 32-36), i.e. those skilled in the art will appreciate that the invention may be practiced with other computer system configurations, including hand-held devices, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers and the like.

9. Regarding claim 27, modified Monberg teaches the method of claim 7 as described above. Monberg further teaches the following:

the information about a location at which desired services or information can be obtained includes information about at least one type of service available at that location and further comprising displaying, for at least one selected location, information about at least one type of service available at that location, (column 1, lines 18-21, i.e. the results of the search identify a business or a particular number of businesses if the query is numerically limited, that have a physical presence or a mailing address within that particular region. The examiner would like to further note Monberg's showing of Fig. 8, which shows an example resulting display where the desired service is "Pizza delivery", the selected location is "98198" and the information is shown as reference character 702.

10. Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over modified Monberg as applied to claim 7 above, further in view of DeLorme et al. (US 5,559,707), hereinafter DeLorme.

11. Regarding claim 13, modified Monberg teaches the method of claim 7 as described above. However, neither Monberg nor Reversephone explicitly teaches a method of determining a latitude and longitude based on a telephone area code. DeLorme teaches the following:

the telephone number contains a telephone area code, further comprising determining a latitude and longitude corresponding to the telephone area code, (column 13, lines 4-10), i.e. three buttons in the row at 136 prompt the dialog boxes for "Locate Place Name" at 137, "Locate Zip Code" in Fig. 1E and "Locate Area Code and Exchange" in Fig. 1F. This suite of locating tools facilitates searching lists by the names of places or cities and respective states or provinces as well as locating specified places by recentering the map display upon the identified location, (column 12, lines 44-46), i.e. nine buttons in the form of a compass rose at 131 cause the electronic map display to shift or pan to center on a new latitude and longitude.

It would have been obvious to one of ordinary skill in the art to have further modified the location search method of Monberg with the area code location method of DeLorme. One skilled in the art would be motivated to make such a modification because as shown by Delorme in figures 1 E and 1 F, telephone area codes may work in a similar fashion to postal zip codes in locating geographic areas. As modified Monberg's method involves the input of a postal zip code for a search area, as well as telephone numbers, one skilled in the art would have seen it as an obvious modification to change Monberg's method to also accept telephone area codes as an input

12. Claim 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Monberg in view of Schultz et al. (US 2002/0002552), hereinafter Schultz.

13. As per claim 24, Monberg teaches the following:

selecting a telephone number, Zip code or airport code corresponding to a known location, (column 1, line 28), i.e. a user may enter an address or ZIP code;

making a correlation between the telephone number, Zip code, or airport code and the known location, (column 1, lines 30-34), i.e. if the user enters a ZIP code for the location search, a single address may be used for the ZIP code, such as a central location within the ZIP code, the location of the post office within the ZIP code, or a midpoint between multiple post offices;

searching at least one of the World Wide Web and a database to identify locations at which the desired services or information can be obtained, (column 1, lines 12-15), i.e. Internet yellow pages are a useful tool for finding a particular entity, e.g. business, or finding a type of entity in a selected region;

selecting at least one of the identified locations at which the desired services or information can be obtained, (column 5, lines 58-60), i.e. the data access software 214 matches the location and name or category information entered by a user with entries in the dataset to return a business listings result set;

determining, for each selected location, a distance between the known location and the selected location, (column 1, lines 22-23), i.e. another search may be directed to businesses located closest to a particular proximity;

displaying the selected locations in order of distance between the known location and the selected location, (column 1, lines 29-30), i.e. business listings are returned, usually listed in order of closest proximity to the entered location;

However, Monberg does not explicitly teach a method of displaying advertisements according to the known location. Schultz teaches the following:

providing advertisements based on the known location while displaying the selected locations, (abstract), i.e. the GIS based search engine can be combined with real time advertising to create a dynamic “yellow page reference”.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the geographic search engine of Monberg with the geographic advertising method of Schultz. One of ordinary skill in the art would have been motivated to have made such modifications because both Monberg (see column 1, lines 12-15) and Schultz (see abstract) are directed to methods of internet yellow pages.

14. Claim 26 is rejected under 35 U.S.C. 103(a) as being unpatentable over Monberg in view of DeLorme as applied to claims 7 and 25 above, and further in view of Schultz.

15. Regarding claim 26, modified Monberg teaches the method of claim 25 as described above. However, neither Monberg nor Delorme teaches a method of displaying advertisements related to the search. Schultz teaches the following:

providing advertisements while displaying the selected locations, the advertisements selected based upon the nature and location of the search irrespective of the current location of the mobile device, (abstract), i.e. the GIS based search engine can be combined with real time advertising to create a dynamic “yellow page reference”.

Response to Arguments

16. Applicant's arguments with respect to claims 7 and 24 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

-Emery et al. (US 5,727,057), storage, transmission, communication and access to geographical positioning data linked with standard telephony numbering and encoded for use in telecommunications and related services.

-Hollenberg (US 6,091,956), situation information system.

-Slaughter et al. (US 6,789,077), mechanism and apparatus for web-based searching of URI-addressable repositories in a environment.

-Murto et al. (US 2004/0213409), service discovery access to user location.

-Hosokawa et al. (JP 09160922 A), advertising information supply method using computer system involves displaying map based on map information read corresponding to selected small area, from map file stored previously.

-Hosoya (JP 2001216238 A), information processing method for advertisement search in internet, involves processing request of search person using special code specifying geographical range for search person to search objective advertisement.

-Kim (WO 01/71449 A2), service system for managing internet advertisement using internet phone and geometric information system.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to GREGORY A. DISTEFANO whose telephone number is (571)270-1644. The examiner can normally be reached on 7:30am-5:00pm Mon.-Thurs..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on (571)272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

GAD
2/22/2008

/Doug Hutton/
Doug Hutton
Supervisory Primary Examiner
Technology Center 2100

